Plan Overview

A Data Management Plan created using DMPonline

Title: Presenting fabrics online: how to increase perception accuracy?

Creator: David Cheng

Principal Investigator: David Cheng

Data Manager: David Cheng

Project Administrator: Marielle Creusen, Maarten Wijntjes

Affiliation: Delft University of Technology

Template: TU Delft Data Management Plan template (2025)

Project abstract:

This project investigates how accurately fabric properties are conveyed in an online apparel retail context. Digital prototypes using different presentation techniques are compared, with the aim to understand which techniques convey certain properties well.

The methodology includes a semi-open in-person study in which participants are presented with the different techniques and the real fabric and asked to comment on their perception of the fabric's properties, as displayed by the prototypes. The output of this study is used to improve the prototypes. This is then followed by a larger-scale and more structured (online) study to validate the effectiveness of the presentation prototypes.

The findings may help in developing an online presentation for clothing that conveys its fabric properties accurately, which may decrease order returns.

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Copyright information:

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Presenting fabrics online: how to increase perception accuracy?

0. Administrative questions

1. Provide the name of the data management support staff consulted during the preparation of this plan and the date of consultation. Please also mention if you consulted any other support staff.

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2. Is TU Delft the lead institution for this project?

- Yes, the only institution involved

I. Data/code description and collection or re-use

3. Provide a general description of the types of data/code you will be working with, including any re-used data/code.

Type of data/code	**File format(s)**	**How will data/code be collected/generated?** *For re-used data/code: what are the sources and terms of use?*	**Purpose of processing**	**Storage location**	**Who will have access to the data/code?**
Personally Identifiable Information (PII) of participants: name, email	.xlsx	Contact information for participants taking part in study, received from participant sign- ups.	For administrative purposes: obtaining consent and communicating with participants.	Project Data Storage	Main researcher (David Cheng) & supervising researchers (Maarten Wijntjes, Marielle Creusen)
Informed consent forms	PDF	Informed consent forms signed digitally	To obtain and document informed consent.	Project Data Storage	Main researcher (David Cheng) & supervising researchers (Maarten Wijntjes, Marielle Creusen)

Study audio recording	.wav/.mp3	Audio recording during study using phone, deleted after transcription. With explicit participant consent and optional.	Note-taking and anonymous quoting.	Project Data Storage (deleted after transcription)	Main researcher (David Cheng) & supervising researchers (Maarten Wijntjes, Marielle Creusen)
Transcribed study audio recording	.docx	Text transcribed from audio recording mentioned above.	Note-taking and anonymous quoting.	Project Data Storage	Main researcher (David Cheng) & supervising researchers (Maarten Wijntjes, Marielle Creusen)
Age, gender, education	.xlsx	Online survey using Microsoft Forms/Qualtrics; responses collected anonymously.	Study sample description / study limitations.	Project Data Storage	Main researcher (David Cheng) & supervising researchers (Maarten Wijntjes, Marielle Creusen)
Study imagery & video	.HEIC, .jpeg, .mov	Captured using camera/phone during study, anonymised. With explicit participant consent and optional.	Process documentation.	Project Data Storage	Main researcher (David Cheng) & supervising researchers (Maarten Wijntjes, Marielle Creusen)
Participant answers to study questions	.xlsx, .docx	Online survey using Microsoft Forms/Qualtrics; responses collected anonymously.	To analyse participants' perception of various fabric properties.	Project Data Storage	Main researcher (David Cheng) & supervising researchers (Maarten Wijntjes, Marielle Creusen)

II. Storage and backup during the research process

4. How much data/code storage will you require during the project lifetime?

- < 250 GB

5. Where will the data/code be stored and backed-up during the project lifetime? (Select all that apply.)

- TU Delft OneDrive
- Project Data Storage (U:) drive at TU Delft

III. Data/code documentation

6. What documentation will accompany data/code? (Select all that apply.)

- Data – README file or other documentation explaining how data are organised

IV. Legal and ethical requirements, code of conducts

7. Does your research involve human subjects or third-party datasets collected from human participants?

If you are working with a human subject(s), you will need to obtain the HREC approval for your research project.

- Yes – please provide details in the additional information box below

This Data Management Plan is part of the HREC submission.
I intend to apply for ethical approval from the Human Research Ethics Committee, but have not yet done so.

8. Will you work with personal data? (This is information about an identified or identifiable natural person, either for research or project administration purposes.)

- Yes

- Name & email: for administative/contact purposes to organise the study and for informed consent
- Gender, age, education: for sample description / study limitations
- Images: for process documentation. Anonymised by face blurring, cropping, or covering
- Voice recordings: for personal note taking and quotes. Will be transcribed into text and deleted. Quotes will be presented anonymously.

9. Will you work with any other types of confidential or classified data or code as listed below? (Select all that apply and provide additional details below.)

If you are not sure which option to select, ask your Faculty Data Steward for advice.

- No, I will not work with any other types of confidential or classified data/code

10. How will ownership of the data and intellectual property rights to the data be managed?

For projects involving commercially-sensitive research or research involving third parties, seek advice of your Faculty Contract Manager when answering this question.

This project is an internal TUD MSc thesis project.

11. Which personal data or data from human participants do you work with? (Select all that apply.)

- Free text fields (for instance, in questionnaires) in which participants could unintentionally share personal data
- Proof of consent (such as signed consent materials which contain name and signature)
- Audio recordings
- Video materials
- Photographs
- Telephone number, email addresses and/or other addresses as contact details for administrative purposes
- Date of birth and/or age
- Gender
- Names as contact details for administrative purposes

12. Please list the categories of data subjects and their geographical location.

Adults in the Netherlands with prior experience as a consumer in online fashion retailing.

13. Will you be receiving personal data from or transferring personal data to third parties (groups of individuals or organisations)?

- No

16. What are the legal grounds for personal data processing?

- Informed consent

17. Please describe the informed consent procedure you will follow below.

The researcher will inform participants verbally about the goals and procedures of the study. A written information and consent form will be presented. The participants will be given the time they need to read these and ask questions. The researcher will confirm verbally that they have understood everything, and both researcher and participant will sign the consent form physically.

18. Where will you store the physical/digital signed consent forms or other types of proof of consent (such as recording of verbal consent)?

Digitally signed consent forms will be stored encrypted on secured TU Delft Project Data Storage drive.

19. Does the processing of the personal data result in a high risk to the data subjects? (Select all that apply.)

If the processing of the personal data results in a high risk to the data subjects, it is required to perform a Data Protection Impact Assessment (DPIA). In order to determine if there is a high risk for the data subjects, please check if any of the options below that are applicable to the processing of the personal data in your research project.

If any category applies, please provide additional information in the box below. Likewise, if you collect other type of potentially sensitive data, or if you have any additional comments, include these in the box below.

If one or more options listed below apply, your project might need a DPIA. Please get in touch with the Privacy team (privacy-tud@tudelft.nl) to get advice as to whether DPIA is necessary.

- None of the above apply

23. What will happen with the personal data used in the research after the end of the research project?

- Anonymised or aggregated data will be shared with others

24. For how long will personal research data (including pseudonymised data) be stored?

- Personal data will be deleted at the end of the research project

25. How will your study participants be asked for their consent for data sharing?

- In the informed consent form: participants are informed that their personal data will be anonymised and that the anonymised dataset is shared publicly

V. Data sharing and long term preservation

27. Apart from personal data mentioned in question 23, will any other data be publicly shared?

Please provide a list of data/code you are going to share under 'Additional Information'.

- All other non-personal data/code produced in the project

29. How will you share research data/code, including those mentioned in question 23?
Select all that apply and provide additional details below.

- I am a Bachelor's/Master's student at TU Delft and I will share the data/code in the body and/or appendices of my thesis/report in the TU Delft Repository

30. How much of your data/code will be shared in a research data repository?

- < 100 GB

31. When will the data/code be shared?

- As soon as corresponding results (papers, theses, reports) are published

32. Under what licence(s) will the data/code be released?

- Other – please explain below

Copyrighted thesis

VI. Data management responsibilities and resources

33. If you leave TU Delft (or are unavailable), who is going to be responsible for the data/code resulting from this project?

My supervisor Dr. M.W.A. Wijntjes (department HCD, section HICD), M.W.A.Wijntjes@tudelft.nl

34. What resources (for example financial and time) will be dedicated to data management and ensuring that data will be FAIR (Findable, Accessible, Interoperable, Re-usable)?

None

35. Which faculty do you belong to?

- Faculty of Industrial Design Engineering (IDE)